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Strawberry Catalog

U. S. DEPARTMENT OF AGRICULTURE

—and—

Planting Guide

1962/63



Dependable Strawberry Plants
For 60 Years

Waller Bros.

JAMES M. WALLER, Manager

JUDSONIA, ARKANSAS

TELEPHONES

Office — RA 9-3357

Residence — RA 9-3464

Concerning Arkansas State Certified Strawberry Plants

WALLER BROTHERS are continuing to co-operate with the University of Arkansas and the Arkansas State Plant Board in producing Certified Virus-Free strawberry plants. Following is an explanation of just how this very worthy program is conducted:

The University of Arkansas, Department of Plant Pathology produces Nuclear Stock from plants which are indexed annually for virus freedom and are grown in screenhouses under conditions which maintains the stock at maximum freedom from disease. From this nuclear stock the Department produces plants that are first year propagation and they are labeled Registered White Tag. The foundation stock plants are free of viruses and other diseases and they are released to reliable growers for increase. (Waller Brothers are one of these selected growers.) The grower sets this stock in fields where no strawberry plants have been grown for at least 10 years. It is also a requirement that these fields be at least one mile from any other field containing strawberry plants. The plants are set for increase in these isolated fields under certification conditions and agreements set up by the Arkansas State Plant Board and the University. The plants which are grown from this foundation stock are Registered Purple Tag Plants. They are then sold as Registered PURPLE TAG Plants or are set by the grower to produce Certified Blue Tag Plants. The plants which are grown from the Purple Tag stock are sold by WALLER BROTHERS as Certified BLUE TAG plants and they are inspected and meet standards of certification set by the State Plant Board. GREEN TAG plants are grown from Blue Tag stock and are inspected and meet standards of certification set by the State Plant Board.

Under these conditions no Arkansas Certified Strawberry Plants offered for sale is more than three years from Registered Foundation Disease-Free Plants. In addition to being Virus-Free, Arkansas Certified Plants are free of red stele disease, rootknot nematodes, and noxious weeds. Spring and summer crimp, and crown borer tolerances are such that the Certified plants are essentially free of these pests.

You can readily see that this program represents excellent cooperation between several groups who are striving to improve agricultural products. WALLER BROTHERS are indeed proud to offer these outstanding Arkansas State Certified plants to you. We feel that they are among the finest strawberry plants available anywhere at any price.

Waller Brothers

PRICE LIST

Fall 1962 Spring 1963

WALLER BROTHERS

TELEPHONES

Office: RAndolph 9-3357 Residence: RAndolph 9-3464

Judsonia, Arkansas

The Initials placed after each variety listed below
donate the following:

(B. T.) Blue Tag — (G. T.) Green Tag

(S. I.) State Inspected

Strawberry Plants

	(100)	(250)	(500)	(1,000)	(5,000)
	(Post Paid)	(Express or Parcel)	(Post Collect)		
Albritton (B. T.)	\$3.00	\$4.75	\$6.50	\$12.50	\$61.25
Blakemore (B. T.)	3.00	4.75	5.50	9.50	46.25
Blakemore (G. T.)	2.75	4.50	5.00	7.50	36.25
Dixieland (G. T.)	2.75	4.50	5.50	10.00	48.75
Earlidawn (B. T.)	3.00	4.75	6.50	12.50	61.25
Florida 90 (B. T.)	3.00	4.75	5.50	10.00	48.75
Florida 90 (G. T.)	2.75	4.50	5.00	9.00	43.75
Headliner (B. T.)	3.00	4.75	5.50	10.00	48.75
Lassen (B. T.)	3.00	4.75	6.50	12.50	61.25
Midway (B. T.)	3.00	4.75	6.00	11.00	53.75
Missionary (B. T.)	3.00	4.75	5.50	10.00	48.75
Pocahontas (B. T.)	3.00	4.75	6.50	12.50	61.25
Pocahontas (G. T.)	2.75	4.50	6.00	11.00	53.75
Redglow (B. T.)	3.00	4.75	6.50	12.50	61.25
Robinson (B. T.)	3.00	4.75	5.50	10.00	48.75
Solana (S. I.)	3.00	4.75	6.50	12.50	61.25
Sparkle (B. T.)	3.00	4.75	6.50	12.50	61.25
Sparkle (G. T.)	2.75	4.50	5.50	10.00	48.75
Surecrop (B. T.)	3.00	4.75	6.00	11.00	53.75
Surecrop (G. T.)	2.75	4.50	5.50	10.00	48.75
Tenn. Beauty (B. T.)	3.00	4.75	5.50	10.00	48.75
Tenn. Beauty (G. T.)	2.75	4.50	5.00	9.00	43.75

(EVERBEARING VARIETY)

Streamliner (B. T.)	3.00	5.00	8.00	15.00	73.75
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(SEE OTHER SIDE FOR PRICES ON REGISTERED
PURPLE TAG PLANTS.)

PRICE LIST

WALLER BROTHERS

REGISTERED PURPLE TAG PLANTS

Under very fortunate circumstances we are proud to be able to offer for the first time in limited quantities, **REGISTERED PURPLE TAG Strawberry Plants.** (1st year from Registered White Tag stock from the University of Arkansas.) These plants are the very best grade that we have to offer. Following are our prices on these premium plants:

	(Post Paid)		(Express or Parcel Post Collect)	
	100	250	500	1,000
Albritton	\$4.00	\$6.00	\$8.00	\$15.00
Blakemore	3.50	5.00	6.50	12.50
Earlidawn	4.00	6.00	8.00	15.00
Florida 90	3.50	5.00	6.50	12.50
Lassen	4.00	6.00	8.00	15.00
Midway	4.00	6.00	8.00	15.00
Pocahontas	4.00	6.00	8.00	15.00
Robinson	3.50	5.00	6.50	12.50
Surecrop	4.00	6.00	8.00	15.00
Tennessee Beauty	3.50	5.00	6.50	12.50

(EVERBEARING VARIETY)

Ozark Beauty	4.00	6.50	11.00	20.00
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EACH YEAR MORE

PEOPLE PLANT

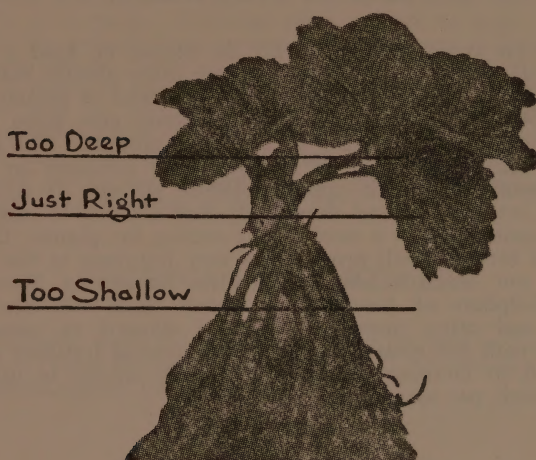
WALLER BROTHERS

TOP QUALITY

STRAWBERRY PLANTS

The Culture of Strawberry Plants

In this space we will give you suggestions for the most details for successful strawberry growing. You may get more information by writing the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. Further information is available from your State Agricultural Experiment Station, local growers, or County Agent. A strawberry grower should take these means of keeping in touch with the development and methods being employed in present strawberry culture.



SOIL REQUIREMENTS AND SITE

Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation and good sense. Any good garden soil can be expected to produce a satisfactory crop of both plants and fruit; however, the ideal soil for strawberries is a fertile, deep, well drained sandy loam. All the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the waterholding capacity, and moisture is very essential for maximum production.

In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope, being warmer will make for an early start in growth and will cause the plants to bear fruit much earlier, but for that reason is more subject to late frosts. A northern slope will of course be later, but less likely to be injured by late frosts. In sections where frosts are not serious hinderances, many fields of low elevation are good locations for strawberries.

Although several crops of berries are grown in succession on the same land with good results, it is not advisable to do this, for the location should be changed every few years if possible. This helps prevent the possibility of various insects harmful to the plants from becoming too numerous.

PREPARING THE SOIL

It is very important that the soil be properly prepared. The land should be plowed in the late winter or spring. If some cover crop has been grown, the soil will work up better if the sod is disced thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distances wanted. If commercial fertilizer is to be used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

TYPES OF FERTILIZER

As for types of fertilizer for the plants, no kind is better than well rotted stable manure or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the large growers. The grower should take great care in applying the fertilizer so as to avoid possible injury in applying before setting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove to be very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda, Sulphate of Ammonia or Potash Salts will injure the plants and often times kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

TIME TO SET PLANTS

Early spring is the best time to set strawberries, for even light frosts which do not lift or heave the ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

DISTANCE TO SET PLANTS

Plants should be set in rows three or four feet apart, or even as much as four and a half if the soil is very fertile. The plants can be set fifteen to thirty inches apart in the row, depending on the variety, the conditions of the land, earliness of setting and the quality of the plants used. (Refer to page 6).

METHODS OF SETTING PLANTS

A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the buds will not be covered nor the roots exposed.

CUTTING BLOSSOMS

Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plants in overcoming unfavorable conditions and in starting growth and producing runners.

CULTIVATION

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and a half inches is deep enough for the hoe, or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

CHEMICAL WEED KILLERS

Chemical weed killers are useful and the best we have used is Sesone (Crag Herbicide No. 1). If used, be certain to follow the manufacturers directions closely.

MULCHING

A mulch is applied for a number of reasons. First to keep the soil cool and moist and to check the growth of grass and weeds during the season when the fruit is produced. Second, to keep berries from being splattered with dirt by rain during the season. Third, by delaying blooming it tends to prevent injury by frost in the spring. Fourth, guards against winter injury to roots and crowns by protecting them from extremely low temperatures.

CONTROL OF DISEASES AND INSECTS

For prevention of damage from grubs, wireworms, root aphids and other soil insects we recommend 10 pounds of actual chlordane per acre. Spittle bugs may make a slimy froth on stems and leaves of strawberries; they can be controlled by Malathion and other insecticides. Berry rot can be controlled with Captan fungicide and proper cultural practices that prevent excessive vine growth. The most effective and economical soil fumigant yet found to destroy nematodes in Nemagon.

WHAT TO DO WHEN THE PLANTS ARRIVE

Order your plants early and set plants out upon arrival if possible. If impossible to set upon arrival, place plants

in cold storage if available at 32 degrees F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, and it is better if the trench is in a moist, shady place. Open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done. Set as soon as planting conditions are fit.

PLANTS REQUIRED PER ACRE

Plants required per acre at various planting distance.

	Rows	Distance in Row	Plants per Acre
3	feet apart	18 inches	9,750
3	feet apart	24 inches	7,250
3½	feet apart	15 inches	10,000
3½	feet apart	18 inches	8,250
3½	feet apart	24 inches	6,250
3½	feet apart	30 inches	5,000
4	feet apart	15 inches	8,750
4	feet apart	18 inches	7,250
4	feet apart	24 inches	5,500
4	feet apart	30 inches	4,250

INSTRUCTIONS

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 15 and April 20. No order will be shipped before near October 15 and orders shipped after April 20 will be at purchaser's risk. **LATE IN THE SEASON WE MAY BE OUT OF SOME VARIETIES, BUT IF YOU ORDER EARLY, PLANTS WILL BE RESERVED UNTIL YOU ARE READY FOR THEM. BE SURE TO ORDER EARLY.**

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, Cash, or Personal Check.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

REFERENCE: Dunn and Bradstreet, Farmers and Merchants Bank, Judsonia, or any Waller Bros. Customer.

Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected, disease-free, virus-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions and methods of cultivation, under no condition shall WALLER BROTHERS be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

All quotations, acceptances of orders and promises of shipment are subject to change, limitations or cancellations made necessary by seasonal conditions, Government regulations or other hazards beyond our control.

Description of Varieties

✓ ALBRITTON

ALBRITTON is a mid-season variety, originated in North Carolina and appears to be best adapted in that and adjoining states. Without a doubt ALBRITTON is one of the most perfect of all strawberries. The fruit is so uniform in shape that they look as if they had been carefully graded. The plants make a vigorous growth and are quite productive of very large, bright, firm, high quality berries. Although it is primarily a fresh market berry, fully ripened fruit yields an attractive frozen pack.

BLAKEMORE

BLAKEMORE is grown on more acres than any other variety, and in some states 90% of the acreage is BLAKEMORE. It is popular in many states because it will stand adverse weather conditions and still make a crop. BLAKE-

MORE territory reaches into all the southern states and as far north as Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana, and Illinois. Fruit is firm, bright red, and keeps its color for a long period of time. It is also ideal for long distance shipments and is highly acceptable on any market. In quality BLAKEMORE berries are quite tart, and make excellent preserves and jams. It is a very good freezing berry.

✓ DIXIELAND

DIXIELAND has already proven so excellent that it is rapidly expanding into the Blakemore area. It ripens early, about the same time as Blakemore, but has larger fruit with a very vivid, glossy red color. DIXIELAND berries are very firm and are well suited for long shipment. One of the best features of DIXIELAND is its productiveness. It has consistently produced bumper crops in nearly all locations tested. It is vigorous and a good plant maker.

✓ EARLIDAWN

The ripening of EARLIDAWN is about five days earlier than Blakemore or Dixieland, which makes it the earliest of them all. It has escaped frost better than many other varieties as its flower stems are short and the flowers are well covered by leaves. The berries average large in size and maintain a good size throughout the picking season. They are glossy, vivid red in color, moderately tough skin, with seeds slightly sunken, with flavor tart and good.

✓ FLORIDA 90

The fine strawberry called FLORIDA 90, originated by Dr. A. N. Brooks in Florida, has already taken over the largest majority of the strawberry acreage in Florida, outshining the Missionary in productiveness and size. The berries of FLORIDA 90 are large, long and pointed, red in color all the way through, larger and juicier than the Missionary. They ship well and are recommended to Florida, Texas, and other southern growers who wish to ship to northern markets.

✓ HEADLINER

The bright red color of HEADLINER is attractive for the fresh market. For processing, the variety has proved superior to leading commercial varieties now being grown in the Hammond, Louisiana, area. This new variety will be fine for our Louisiana customers, and also should have great potentials in other areas.

✓ LASSEN

A popular plant in California, which is certainly worthy of a trial in other sections of the United States. This variety

is a good, vigorous plant maker. The berries are produced on medium-long high branching stems. They are round conic to blunt conic in shape, light red and glossy in color. The fruit is large in size. Virus resistance is good in this variety.

MIDWAY

MIDWAY would be considered a midseason variety, and seems to be adapted to the Northern and New England states. The berries average medium to large in size and maintain a good size during the picking season. The berries have a deep red color with a glossy surface, firm flesh and skin with yellow seeds. Flavor is subacid with good dessert quality and the berries have been satisfactory in frozen pack.

MISSIONARY

For many years MISSIONARY has been a popular berry in Florida and other southern states. MISSIONARY will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a good shipper and is a favorite with the processors.

POCAHONTAS

POCAHONTAS ripens a week later than the Blakemore, and would be considered a mid-season variety. They make a vigorous growth of large robust plants and produce runners freely. Berries are large, with moderately tart flavor, deep red in color, glossy with tough skin and bright green cap. Its vigor and high yields make POCAHONTAS a favorite in nearly all the areas east of the Mississippi. As far south as Georgia and northward to New England it is an excellent variety.

REDGLOW

REDGLOW has been tested and proven satisfactory for growers from Pennsylvania to North Carolina to Indiana and Kentucky. Since it is a variety resistant to red stele disease, it is highly recommended to growers troubled with this particular disease. The ripening season of REDGLOW is about the same as Blakemore. The berries are glossy, moderately firm, vivid red in color, deeper than the Blakemore. It makes a good frozen product.

ROBINSON

The ROBINSON, known as Kardinal King, also Scarlet Beauty, originated in Michigan. It has enthusiastic supporters as far south as Missouri and northern Virginia. The plants grow small but will make a wide bed of plants that grow in most types of soil. The berries are large, blunt pointed, borne on large thick fruit stems, well protected with heavy foliage. ROBINSON has a long fruiting season which is in its favor.

SOLANA

SOLANA is a relative new variety which is very popular in California. It should have great potentials in various areas. They make a vigorous growth of large robust plants, and produce runners freely. Berries are extremely large, with moderately tart flavor, vivid red color, very glossy with firm skin and dark green caps. It definitely has the characteristics for making a popular variety.

SPARKLE

SPARKLE is an outstanding variety introduced by the New Jersey Experiment Station. SPARKLE make a good growth of strong, vigorous plants which are seldom affected by late frost. The berries are sweet, high quality, a glossy dark red with sparkle as the name indicates. They run large to medium size and are of the best quality for the fresh market when picked and packed right. It is rated high for freezing. SPARKLE has been acknowledged a leading berry in the northern and middle states.

SURECROP

Judging from fairly widespread tests SURECROP is adapted through all the middle and northern states. The plants are quite productive, standing high in total yield in most of the tests made to date. The berries average large in size, and maintain a good size throughout the picking season. They have a light, bright red color that becomes a rich red but does not turn dark. They are firm with a tough, glossy skin with yellow seed even with the surface. The flavor is tart and good and they have been rated satisfactory for frozen pack.

(The following quotation is from Bulletin 741, University of Missouri Agricultural Experiment Station, November, 1959). "SURECROP appears to be an excellent variety for Missouri. It is a high-yielding, attractive berry and grows vigorously. It is not nearly as susceptible to leaf diseases as are Blakemore and Armore.

TENNESSEE BEAUTY

From our experience and reports from our growers, the TENNESSEE BEAUTY is the best variety which has come into the strawberry field in several years. It does well in the southern States, Mid-western, as well as New York, New Jersey, and Pennsylvania. The plants are easily grown, strong and healthy, making a good picking bed. They are a mid-season variety, yield as good as the best and will bring several dollars premium over other varieties. If you are looking for a good mid-season variety, we suggest you try TENNESSEE BEAUTY.

OZARK BEAUTY

A WONDERFUL EVERBEARING STRAWBERRY

The OZARK BEAUTY is a cross between the 20th Century and the Red Rich, and is proving to be one of the very best everbearing varieties available. It will make more plants than

any other everbearer that we have ever grown. Produces fruit of good quality and flavor. Be among the first to try this truly outstanding new plant — you'll be glad you did.

✓ STREAMLINER EVERBEARER

Now that virus-free STREAMLINER are available we believe that you will want some of these excellent everbearers. It is a good plant maker and produces large, solid-red berries that have a delicious flavor. It seems that STREAMLINER is a very promising everbearer for the central and eastern states.

✓ THORNLESS BOYSENBERRY

The greatest vine berry ever introduced for nearby markets. The berries are extremely large, many of which are more than two inches long and over one inch in diameter. It comes into bearing the next year after planting and one planting lasts for many years. The fruiting season is longer than any other vine berry and it is not unusual to pick 15 to 20 pint boxes per plant the second year. Vines are free of thorns which means much in handling. Grow this wonderful berry for a real treat.

(Post Paid)

12 Plants — \$1.75

25 Plants — \$3.25

(Not Post Paid)

50 Plants — \$5.00

100 Plants — \$9.50

500 Plants — \$30.00

✓ TREE EVERBEARING BLACKBERRY PLANT

Due to the nature of their growth and over the long period of ripening, it has been called the Tree Everbearing Blackberry. It grows in any soil or climate, has stood twenty degrees below zero without any injury.

Berries are round, very large, extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety percent of the fruit extends above the thorns.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather. Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub.

(Post Paid)

1 Plant — 75c

3 Plants — \$1.75

6 Plants — \$3.75

12 Plants — \$7.25

WALLER BROTHERS

—GROWERS AND SHIPPERS OF—

ARKANSAS STATE CERTIFIED

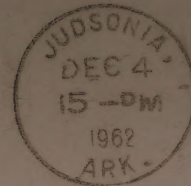
STRAWBERRY PLANTS

Judsonia, Arkansas

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